

ORGANIZATIONAL EXCELLENCE

Customer Satisfaction



Federal Aviation
Administration

FY 2008 Performance Target

"Achieve an average score for the FAA surveys on the American Customer Satisfaction Index at or above the FY 2007 average Federal Regulatory Agency score of 60."

Flight Plan Objective and Performance Target

Objective 3: Make decisions based on reliable data to improve our overall performance and customer satisfaction.

Performance Target: Maintain the annual average of FAA surveys on the American Customer Satisfaction Index (ACSI) at or above the average Federal Regulatory Agency score in the previous fiscal year.

	FY 2004	FY 2005	FY 2006	FY 2007	FY 2008 ¹
Target	N/A	N/A	N/A	N/A	60
Actual	N/A	N/A	N/A	N/A	

¹ This is a new measure for FY 2008, replacing the Customer Satisfaction survey for Commercial Pilots. No prior year data are available for the new measure.

Definition of Measure

Unit of Measure: ACSI scores are reported on a scale of 0 to 100 at the national level, with 0 representing the worst possible performance and 100 the best performance.

Computation: The ACSI model is a set of causal equations that link customer expectations, perceived quality, and perceived value to customer satisfaction. Scores are calculated by the University of Michigan by using the methodology of the ACSI. The FAA's average annual score of the actual surveys conducted will be measured against the Federal Regulatory Agency annual average ACSI score for the previous fiscal year (excluding the FAA) to determine if the agency's goal has been met. Once all surveys are baselined and validated (expected in FY 2011), even numbered years will have six surveys to average for a target score, odd numbered years will have five surveys to average. Surveys beyond the baselined year will be equally weighted for a target average, with the exception of the FAA Web survey, which will hold a lesser weight (approximately 50% of the weight of the other included surveys for the year). For FY 2008, the target score will be 60, based on the Federal regulatory agency average for FY 2007. The four surveys included in the FY 2008 metric will be Commercial Pilots (weighted at 29%), Aviation Maintenance Technicians (weighted at 29%), Airport Industry (weighted at 29%), and the FAA web survey (weighted at 13%). The scores will be averaged to calculate the overall actual FAA score. In the years a biennial survey is not conducted, the responsible offices will be held accountable for identifying an action plan to either improve or maintain customer satisfaction scores from the prior year's survey.

Formula: Weighted average of all customer satisfaction scores.

Scope of Measure: This measure includes the annual weighted average customer satisfaction scores of nine FAA ACSI surveys: commercial pilots; general aviation pilots; aviation maintenance technicians; repair stations; air carriers; manufacturers; Air Traffic Control Organization Services; airport Industry; and FAA Web. Two surveys are conducted annually (Air Traffic Organization Services and FAA Web), all others are biennial.

Why the FAA Chooses this Measure

Established in 1994, the American Customer Satisfaction Index (ACSI) is a uniform and independent measure

of household consumption experience. The ACSI tracks trends in customer satisfaction and provides benchmarking insights of the consumer economy for companies, industry trade associations, and government agencies. The ACSI is produced by the Stephen M. Ross Business School at the University of Michigan, in partnership with the American Society for Quality (ASQ) and the international consulting firm, CFI Group. This measure provides a recognized, independent source of customer satisfaction information that can be used to benchmark against other ACSI scores for regulatory and federal government satisfaction indices. Using a weighted average of customer satisfaction scores as a measure allows us to broaden the FAA's indicators of customer satisfaction to include nine customer bases: commercial pilots, general aviation pilots, mechanics, repair stations, air carriers, and customers of the Air Traffic Organization's services, manufacturers, airports, and web users.

Source of the Data

Results for the ACSI are produced by the National Quality Research Center at the University of Michigan Business School in partnership with the American Society for Quality (ASQ), Foresee Results, and the Claes Fornell International (CFI) Group. Four FAA offices (including the Office of Aviation Safety, the Air Traffic Organization, the Office of Airports, and the Office of Communications) are responsible for conducting the surveys and providing their final results to the Office of Planning, Policy and Environment, who are responsible for calculating the score for the FAA average. Each responsible organization will also report monthly on the status and progress of their action plan for improving or maintaining their customer satisfaction.

Statistical Issues

N/A

Completeness

N/A

Reliability

The FAA annual target for this measure is based on the national results for federal regulatory government agencies. The annual national average is released by the National Quality Research Center at the University of Michigan Business School.